

APPENDIX 10 (PUBLIC INFORMATION PLAN) to ANNEX W

1. The purpose of this Appendix is to delineate the appropriate procedures for communicating with the mass media in the event of a highly contagious animal and poultry disease. These procedures will be communicated to all participating agencies to ensure that the most accurate and timely information is shared with the mass media and disseminated to the public. These matters will include, as a minimum:
 - a. Safety measures related to animal disease involved.
 - b. Areas involved in quarantine.
 - c. Restrictions in place.
 - d. Other matters peculiar to a specific disease.
2. Prior to the declaration from the Governor of a State of Emergency due to the detection of a highly contagious animal and poultry disease, the West Virginia Department of Agriculture (WVDA) will be the coordinating agency for media contact, and will maintain close contact with the communication personnel of the Office of the Governor and the West Virginia Office of Emergency Services (WVOES).
3. After the declaration from the Governor of a State of Emergency due to the detection of a highly contagious animal and poultry disease, the Office of the Governor will become the coordinating agency, but may designate individuals from WVDA, WVOES and other participating agencies as primary media contacts as needed.
 - a. No participating agency's personnel will issue any information without prior approval from the Office of the Governor. Due to the emergency nature of this threat and the possibility of misinformation, all media contact is to be coordinated by the Office of the Governor and any other agency personnel that are designated to act as its media representative.
 - b. Any contact with the mass media is to be immediately referred to the Office of the Governor or the designated media representative.
 - c. All news releases or other materials released to the mass media related to any highly contagious animal and poultry disease during a State of Emergency will be created and communicated by the Office of the Governor or its designated media representative. No news release or other material should be released to the mass media without prior approval from the Office of the Governor or its designated media representative. Prior to the communicating any material to the mass media, the WVOES Public Information Officer will be responsible for disseminating the information to all participating agencies.
 - d. In quarantine areas, security personnel (State Police, National Guard, etc.) are to restrict the mass media from the same areas as the general public. Any

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complaints regarding this policy are to be forwarded to the Office of the Governor.